

ORDER



A GANNETT COMPANY

WTLV-TV

Orders	Order / Rev:	725505
	Alt Order #:	06399273
	Product Desc:	OBAMA SKED A ADD
	Estimate:	2264
	Flight Dates:	10/30/12 - 11/06/12
	Original Date / Rev:	10/29/12 / 10/29/12
	Order Type:	Political

Primary AE:

Jim Quinn

Sales Office:

T-PHI

Sales Region:

NAT

Agency	Name:	Greer Margolis Mitchell/ Pol
	Buying Contact:	
	Billing Contact:	
		3050 K St NW
		Washington, DC 20007

Billing Type:	Cash
Billing Calendar:	Broad
Billing Cycle:	WEE
Agency Commission:	15%

Advertiser	Name:	Obama For America
	Demographic:	A35+
	Product Codes:	PL-Presidential
	Priority:	P-3
	Revenue Codes:	AGY, GEN, POL

New Business Thru: _____
Order Separation: 00:15:00
Advertiser External ID: _____
Agency External ID: _____

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount	Total	Month	# Spots	Gross Amount	Net Amount	Rating
10/29/12	11/04/12	18	\$14,880.00	\$12,648.00		November 2012	27	\$21,050.00	\$17,892.50	0.00
11/05/12	11/11/12	9	\$6,170.00	\$5,244.50		Totals	27	\$21,050.00	\$17,892.50	0.00

Totals

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn	North America	USA	Start Of Order - End Of Order	100%

Start Of Order - End Of Order 100%

Order Share

Class Share	Share	Total
WTLV-TV	28%	\$21,050.00
Market	100%	\$75,178.57

Competitive Share

CABLE	0%	\$0.00
WAWS	16%	\$12,028.57
WCWJ	0%	\$0.00
WJXT	24%	\$18,042.86
WJXX	8%	\$6,014.29
WTEV	24%	\$18,042.86

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Alt Order #: 06399273
Flight Dates: 10/30/12 - 11/06/12

Advertiser: Obama For America
Product Desc: OBAMA SKED A ADD
Estimate: 2264

WTLV-TV

Ln	Ch	Start	End	Inventory	Code	Break	Start/End	Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 4	WTLV	10/30/12	11/05/12	M-F	6-7a	CM	6a-7a (6:00 AM-6:30 AM)		MTWTF--	:30	2	\$900.00	P-1	0.00	NM	2	\$1,800.00
				M-F	6-7am												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
		Week: 10/30/12	11/05/12	MTWTF--			2	\$900.00			0.00						
E 5	WTLV	10/30/12	11/05/12	M-F	6-7a	CM	6a-7a (6:30 AM-7:00 AM)		MTWTF--	:30	1	\$950.00	P-1	0.00	NM	1	\$950.00
				M-F	6-7am												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
		Week: 10/30/12	11/05/12	MTWTF--			1	\$950.00			0.00						
E 6	WTLV	11/06/12	11/06/12	M-F	6-7a	CM	6a-7a (6:30 AM-7:00 AM)		-T-----	:30	1	\$950.00	P-1	0.00	NM	1	\$950.00
				M-F	6-7am												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
		Week: 11/05/12	11/11/12	-T-----			1	\$950.00			0.00						
E 7	WTLV	10/30/12	11/05/12	Today Show		CM	7a-9a (7:00 AM-8:00 AM)		MTWTF--	:30	2	\$800.00	P-1	0.00	NM	2	\$1,600.00
				M-F	7-9am												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
		Week: 10/30/12	11/05/12	MTWTF--			2	\$800.00			0.00						
E 8	WTLV	10/30/12	11/05/12	Today Show		CM	7a-9a (8:00 AM-9:00 AM)		MTWTF--	:30	1	\$875.00	P-1	0.00	NM	1	\$875.00
				M-F	7-9am												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
		Week: 10/30/12	11/05/12	MTWTF--			1	\$875.00			0.00						
E 9	WTLV	11/06/12	11/06/12	Today Show		CM	7a-9a (8:00 AM-9:00 AM)		-T-----	:30	1	\$875.00	P-1	0.00	NM	1	\$875.00
				M-F	7-9am												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
		Week: 11/05/12	11/11/12	-T-----			1	\$875.00			0.00						
E 10	WTLV	10/30/12	11/05/12	M-F	12-1230p	CM	M-F 12p-12:30p		MTWTF--	:30	2	\$170.00	P-1	0.00	NM	2	\$340.00
				FCN Noon News													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
		Week: 10/30/12	11/05/12	MTWTF--			2	\$170.00			0.00						
E 11	WTLV	10/30/12	11/05/12	M-F	5-530p	CM	M-F 5p-5:30p		MTWTF--	:30	1	\$475.00	P-1	0.00	NM	1	\$475.00
				M-F 5-530pm													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
		Week: 10/30/12	11/05/12	MTWTF--			1	\$475.00			0.00						
E 12	WTLV	11/06/12	11/06/12	M-F	5-530p	CM	M-F 5p-5:30p		-T-----	:30	1	\$475.00	P-1	0.00	NM	1	\$475.00
				M-F 5-530pm													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
		Week: 11/05/12	11/11/12	-T-----			1	\$475.00			0.00						
E 13	WTLV	10/30/12	11/05/12	M-F	530-6p	CM	M-F 5:30p-6p		MTWTF--	:30	2	\$575.00	P-1	0.00	NM	2	\$1,150.00
				M-F 5:30-6pm													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
		Week: 10/30/12	11/05/12	MTWTF--			2	\$575.00			0.00						
E 14	WTLV	10/30/12	11/05/12	M-F	6-630p	CM	M-F 6p-6:30p		MTWTF--	:30	2	\$1,000.00	P-1	0.00	NM	2	\$2,000.00
				M-F 6-630pm													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
		Week: 10/30/12	11/05/12	MTWTF--			2	\$1,000.00			0.00						
E 15	WTLV	10/30/12	11/05/12	NBC	Nightly News	CM	M-F 630p-7p		MTWTF--	:30	2	\$1,400.00	P-1	0.00	NM	2	\$2,800.00
				M-F 630-7pm													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
		Week: 10/30/12	11/05/12	MTWTF--			2	\$1,400.00			0.00						
E 16	WTLV	10/30/12	11/05/12	LN (M-Su)		CM	11-1135p		MTWTFSS	:30	2	\$400.00	P-3	0.00	NM	2	\$800.00
				Late News (M-Su)													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
		Week: 10/30/12	11/05/12	MTWTFSS			2	\$400.00			0.00						
E 18	WTLV	11/04/12	11/04/12	Sun	6-630p	CM	Sun 6p-6:30p		-----S	:30	1	\$160.00	P-3	0.00	NM	1	\$160.00
				Sun 6-630pm													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
		Week: 10/29/12	11/04/12	-----S			1	\$160.00			0.00						
E 19	WTLV	10/30/12	10/30/12	Tues Prime Other		CM	Various		-T-----	:30	1	\$2,500.00	P-1	0.00	NM	1	\$2,500.00
				Tue Prime Special 2+ Hour													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
		Week: 10/30/12	10/30/12	-----			1	\$2,500.00			0.00						

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E 19	WTLV	10/30/12	10/30/12	Tues Prime Other	CM	Various	-T-----	:30	1	\$2,500.00	P-1	0.00	NM	1	\$2,500.00
				Tue Prime Special 2+ Hour											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 10/29/12	11/04/12	-T-----		1	\$2,500.00		0.00						
E 20	WTLV	11/04/12	11/04/12	NFL Regular Season Fo@M		NFL Regular Seas-----S		:30	1	\$2,500.00	P-3	0.00	NM	1	\$2,500.00
				NFL Regular Season											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 10/29/12	11/04/12	-----S		1	\$2,500.00		0.00						
Totals													27	\$21,050.00	